



DEPARTMENT FOR PROMOTION OF
INDUSTRY AND INTERNAL TRADE
MINISTRY OF COMMERCE & INDUSTRY
GOVERNMENT OF INDIA



CHANAKYA NATIONAL LAW UNIVERSITY

Nyaya Nagar, Mithapur, Patna-800 001

On-line Elective Course for CNLU Students (2 CREDITS)

ON

COPYRIGHT IN MEDIA AND ENTERTAINMENT INDUSTRY

Organised By

CNLU, CIRF-in-IPHD & DPIIT-IPR CHAIR

Date: 3rd – 31st March, 2025 **Time:** 4:00PM-5:30PM

No Course Fees!

Platform: Microsoft Teams **Registration Link:** <https://forms.gle/NaHaAZ2ECky9DWZy8>

Course Objectives

To provide a comprehensive understanding of copyright laws and regulations that govern creative works within the media and entertainment industry.

- To explore the key principles of copyright, including protection of original works, fair use, and licensing arrangements, with a focus on how these principles apply to media and entertainment sectors.
- To equip learners with the ability to identify and address common copyright issues faced by creators, producers, distributors, and consumers in the media and entertainment industries.
- To provide in-depth knowledge online copyright issues, and the licensing of content across different platforms such as film, television, music, and digital media.
- To teach effective strategies for handling copyright infringement, disputes, and the enforcement of intellectual property rights in a global digital landscape.
- To help learners apply their knowledge to solve real-world problems related to copyright in the media and entertainment sectors, including emerging issues like streaming, social media content, and user-generated content.

Course Outcomes

1. Legal Knowledge for Industry Professionals
2. Improved Decision-Making
3. Protection of Creative Works
4. Enhanced Career Opportunities
5. Conflict Resolution Skills
6. Increased Awareness of Fair Use and Creative Commons.

Course Outlines

Module 1: The Copyright Act 1957 (as amended):

Concept and Historical development of copyright. The concept of originality. Subject matter of copyright: Literary, dramatic, musical, artistic and cinematographic works. Rights of Copyright owner- Moral Rights and Economic Rights. Licensing and Assignment. Joint Authorship. Copyright in works

created by employees and independent contractors. Duration of Copyright. Infringement of Copyright. Concept of fair dealing and fair use. Administration of Copyright. Remedies against copyright infringement: Civil, criminal, and administrative remedies.

Module 2: Copyright in Media Industry :

Types of Media: Print media, Broadcasting media , Digital media and social media. Copyright in News and Journalism. Copyright issues in broadcasting (TV, radio).Publishing rights: Books, magazines, and newspapers. The role of collective rights organizations in media (e.g., Indian Performing Rights Society, Phonographic Performance Limited).Case Study. Copyright and Digital Media. Copyright in the digital age: Streaming services, YouTube, and social media. Digital piracy and online copyright infringement. Role of the Digital Millennium Copyright Act (DMCA) and India's IT Act, 2000.Online piracy cases.

Module 3: Copyright in Entertainment Industry:

Copyright law and music: lyricist, Singer, performers, and music rerecording. Parody, remix, cover version , Synchronization .licenses and mechanical licenses. Digital music distribution and copyright challenges. Case studies: Music piracy, YouTube, and streaming. Copyright in Cinematographic films, direction, screenplay, and actors' rights. Performers Right, Neighbouring Right. Film licensing for public performances and broadcast. Copyright issues in advertising, endorsements, and brand collaborations. Celebrity rights and image protection under Indian law. Industry-specific challenges: Film piracy, music rights, and streaming content. Copyright in Gaming Industry.

Module 4: Contemporary Issues in Copyright:

Copyright infringement in the digital space. AI-generated content and copyright implications. Copyright in the context of OTT platforms and digital media regulation. Blockchain Technology and NFTs (Non-Fungible Tokens) in media. Copyright in databases Defences to infringement: Fair dealing, fair use, De minimis and exceptions under Indian law. Landmark cases.

Who can join this course?

Only CNLU students from any semester.

Mode of Evaluation

- 75% attendance of the total no. of classes.
- MCQ for 100 Marks
- Minimum qualifying marks: 50%

Important Dates

Registration starts from 6th February, 2025

Last date of registration: 26th February, 2025

Class duration: 4:00 PM - 5:30 PM

Class Schedule: 3rd March, 2025 – 31st March, 2025

Total No. of classes: 30

Exam: 16th April, 2025 (Online)

Note:

Maximum No. of student intake: 60

Admission on *Fist-cum-first-serve* basis.



Programme Co-Ordinator

Prof. DR. S.C. Roy
DPIIT-IPR Chair Professor
CNLU-Patna
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Research Co-Ordinator

Baishali Jain
Research Assistant
DPIIT-IPR Chair
CNLU-Patna